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*02-409-T (formerly PM4)***IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant: Kovac et al. **Examiner:** Srivastava
Serial No.: 09/778,234 **Group Art Unit:** 2611
Title: SYSTEM AND METHOD FOR ADVERTISEMENT
SPONSORED CONTENT DISTRIBUTION
Filed: February 6, 2001

AMENDMENT

In response to the Office action of 11/03/2004, please amend the above-identified application as follows:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 8 of this paper.

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